



WEEKLY REVIEW

Full Details New Contest Will Be Announced Next Week

Splendid Work Continues During Week
Ending March 20th.

Make the Closing Week of Present Contest a Record Breaker.

Two Salesman Work Out of Their Class.
Meyer Moves Into Class A. Reilly Into Class B.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

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NUMBER
FIFTEEN



SALES FOR WEEK SHOW DECIDED GAIN OVER LAST YEAR, AND 10% OVER PRECEDING WEEK THIS YEAR

Work of Sales Force During Contest Encourages Us to Announce New Contest to Start April 12

Be Fully Prepared to Enter the Contest Full of Dash and Vim, and Win a Prize

In spite of the fact that the corresponding week last year, to that ending March 20th, showed a mighty fine total, we are again able to announce a substantial increase, not only over last year's total, but over the preceding week this year.

Since our sales force entered the field Dec. 28th they have been reporting a wonderful business, and we have been able to announce continuously an enormous increase. We are frank to say however, we hardly hoped to show much of an increase for the week about which we are now writing, however it seems that nothing is impossible with the G.-B. sales force and not only are we able to report a very fair increase, but the total shows a 10½% gain over the preceding week of this year.

We honestly believe that the work of the sales force has been stimulated by the prize contest ended and the one now on, and it is our intention to announce next week full details for a contest to start on the 12th of April. While the details have not been fully arranged, it will be a similar contest to the one now on, the salesmen to be rated into different classes. The volume of business necessary to win out under the different headings will be put so

low, that there will be absolutely no reason why every man on the force should not prove a winner.

Mr. Gerlach expected to be able to announce full details of the new contest in this issue of the Review, but finds that it will be impossible. However we want every man to be prepared to enter the field April 12th with the determination of making the following six weeks record breakers. If you enter the contest full of enthusiasm it is going to help you a whole lot in your work. The salesman who is enthusiastic and will work, cannot fall down with such a proposition as we are offering. A man however, that is not enthusiastic, and puts the proposition before a buyer in a half hearted manner would have difficulty in selling gold dollars at 50c a piece.

The first contest this year was hardly a fair test for the sales force as there could only be five winners. The contest now on apparently is going to show splendid results, but should you fail to be a winner bear in mind that you are just as good a man as the other fellow, and that if you didn't make the showing you should have made, something is wrong with yourself or

possibly you are not placing the proposition before buyers in the way it should be. One territory is as good as another. This has been absolutely proven time and time again. Of course, there are a very few exceptions in the way of territory, but in ninety-nine cases out of a hundred the fault lies with the salesman and not with the territory.

Therefore we again say that if you are not getting the results you feel you should obtain, study yourself carefully. Study the handbook, and try and find out what seems to be wrong. Make a careful note of the reasons buyers give for not buying, and then try and frame up a few arguments to use on these fellows. If you cannot satisfy yourself that you have the right arguments, write the house, and we will be glad to publish the facts in the Review and have them answered by some of the more experienced salesmen.

In this connection we want to say that we don't believe that one man in ten realizes of how much importance the weekly Review can be to the sales force. We publish elsewhere a letter from Mr. Marks regarding an order which he closed that amounted to considerably over \$100.00. The buyer was one of those fellows who always wants to put a salesman off, and Marks as much as admits that he did not know how to answer that sort of a fellow until he read a letter which we published from Mr. Cies a week or two ago.

Mr. Cies in his letter told about how he answered the fellow that tried to put him off and within a few days Marks ran across this sort of a buyer and was prepared to answer him. It is of course, true that no two salesmen work exactly along the same lines, nevertheless, if the Review was made a clearing house for ideas and suggestions as to how to handle

obstinate buyers undoubtedly it would be a big help to every man on the force.

There are several classes of buyers which you run up against every day. Undoubtedly you run across the fellow who says "Won't buy until later," still another says "Calendars don't pay," another common excuse is "Too many calendars used," then there is the fellow who has been distributing calendars in past years, but says "Will not use any this year." Have you got a good line of talk prepared for such fellows? The editor would ask that every man on the force write a short letter giving the general outline as to how he handles such prospects. You may have some good arguments for these fellows, but it certainly would do you no harm to know how your fellow salesman handles the proposition.

There are many new men on the force who have not as yet grasped the proposition as thoroughly as they will by more experience, and it would certainly prove a big help to the new man.

By the time this reaches you we will be about ready to enter the last week of the contest. We would like to make it the biggest week during the present contest, and you can do it if you will try.

April is a splendid month to do business as everyone feels good now that Spring is upon us. We not only want to make the first week of April a splendid week, but we want to see the month maintain the splendid increase shown so far this year, and it will not be possible to do this unless every man assumes his share of the responsibility. *Certain results are expected of every man who has been assigned territory. Are you going to get these results or will it be up to someone else to firmly establish the G.-B. Co. in the territory in which you are now working?*

SPECIAL BULLETIN

☞ Reilly Lands \$1250.00 Order With "A June Rose."

☞ Meyer Lands Fine Order for Special Color Reproduction. It Now Amounts to \$658.00 and Will Likely be Increased Largely.

MAILING CARDS AND BLOTTERS

ARE YOU SELLING YOUR SHARE?

This feature of our business has probably grown even faster than the calendar department, and at this writing we have unquestionably sold 500% more of this class of goods than we did during the first three months of our first year.

In going over the sales of the various salesmen, we find that some of them contribute to our sales for this class of business practically every week, others almost daily. Then again we have a large number of men who have not sold a single mailing card thus far this year, and very few blotters.

The best illustration as to the possibilities of doing a successful business with this line of goods is our Mr. H. A. Roberts, who, during the past month with a loss of practically a whole week which he found it necessary to devote to private business, has sent us in business amounting to approximately \$2,000.00, and every dollar of it was done on mailing card and blotter service. We are willing to admit that he could not have accomplished this result had he simply sold mailing cards and blotters with the ordinary ad printed on same, but he got busy and wrote up several series of ads for various lines of business, particularly clothing, haberdashers, automobiles and druggists, and has made these ads sell the goods.

Within the next week or two we expect to get up a series of this class of ads, and we trust that it will aid every salesman to build up his business on goods of this kind in a similar way to that which Mr. Roberts has done. Just think of it. Here is one man who has sold \$2,000.00 worth of mailing cards and blotters in a month, while we have other salesmen who have not sold a dollar's worth, and who have just as good territory and just as good opportunities as this man had.

We believe that either our Palm or Fery Series Mailing Cards are at least equal if not better than any other sets on the market this year. Our Fery Series and Moreland Series

blotters have been selling very well, but the Palm Series which we put into the line about five weeks ago has given us a better idea of the possibilities of doing business with this class of goods than all of our other blotter lines. While this series of twelve pieces put up only in the large size has been in the line only a little more than a month, we have up to the present writing sold hundreds of thousands of them, in fact, the sale has been so large that we have ordered a set of twelve new plates reducing the size to three and one-half inches in height, and within the next three or four weeks we will place in the hands of every salesman this new set of envelope blotters, and we feel sure they will prove the same great success which the larger size has already shown.

While it will take us several weeks to get these samples to you, you need not wait until that time to sell them, since you can explain to your customer that they will be identically the same as our larger series with the exception that they will be the size of our present Fery Series, only they will have perfectly plain backs and the pictures will be put on in the same shape as on the larger size.

Now, get busy and see if we cannot double or triple our business in this line of goods during next month. While we have no positive record, we do not believe that Mr. Roberts has been in a single town or city where he has failed to make one or more sales, and while we do not want any of you to neglect the sales of calendars, we feel that if you will get yourselves in shape to push these other lines that you will all find that at the end of the month your sales will be materially helped out.

In a few weeks when we mail you the new size blotters we also hope to be able to send you one or two sets of mailing cards with a series of ads arranged for various lines of business, and we know this will assist you in landing many orders which cannot be sold in the ordinary way.

This number of the Review will reach over ninety per cent of the sales force by Saturday or Sunday, and we are going to ask you all to make a special effort during the week of April 5th to 10th. We want to see every man during these six days sell some of this class of

goods, and while the profit is not as great to the house as on calendars, and the commission is slightly smaller to the salesman, it gives you an opportunity of getting business where it would be impossible for you to close a sale on calendars.

Now, let every man do his best and let us

see if by the end of the week we cannot sell as many blotters in one week as we have at any any previous time sold in a month. We believe we can if the entire sales force will co-operate with us and do their best to send in some orders on this class of advertising.

T. R. GERLACH.

OUR BEST SELLERS

We have been somewhat delayed in getting out our comparative balance sheet showing the relative sales of the various subjects in our line, but the list is now ready and it is an exceedingly interesting one. We know that you will all be anxious to learn which are the best sellers. In this connection there are two points to be taken into consideration, the number of copies and value. It is exceedingly gratifying to us to be able to announce that our judgment in the selection of that masterpiece by Thomas Moran, "An English Fishing Village," has been approved by the calendar buying public. It is true that it does not stand first in the number of pieces sold, but it must be remembered that this subject is made up in only two sizes and they are both large and expensive styles. Even at that, it ranks very nearly at the top in number of pieces. It is gratifying to us to know that the public taste has advanced to the extent that such subjects as this meet with popular favor.

In the past we have generally noticed that the star of any line has been an ideal head, a figure study, or a story telling picture. Last year "His Last Farewell" was by long odds the best seller in our line. We do not recall any instance where in any calendar line the leader has been a landscape. The fact that the ten best sellers in our line include five landscapes; shows that the taste of the public is improving. Everybody isn't satisfied with simply a story telling picture or a pretty girl.

Following closely after "An English Fishing Village" and leading it in number of pieces sold, is that remarkably popular picture, "Autumn in the Tyrol." This subject stands No. 2 both in value and in number of pieces.

We do not believe that there is another calendar house that has so many attractive heads and figures as we show, though we are frank to say that we did not exactly pick "Violet" as the leader, although it is a picture that all admired greatly. It was put in the line at the very last moment, going direct from the artist's hands to the engravers. "Violet" stands No. 3 in the value of calendars sold and No. 1 in numbers, in fact, it has a long lead, due to its being put up in a number of popular sizes. It will be safe for you to push the sale of "Violet" on the strength of its being a star.

"Lincoln in '61" is a good No. 4, followed closely by "Raising the First American Flag." Then comes "Dutch Fishing Boats," "His Last Farewell," "The Sentinel," "Marion," and "The Beech Forest, Springtime" finishes the first ten. You will note that this list includes five landscapes. The fact that "Dutch Fishing Boats," which is a particularly artistic subject and is made up in only two sizes, stands No. 6, is exceedingly gratifying. It is further evidence of the good taste of calendar buyers and shows that art calendars are doing much towards elevating the taste in art. We never expected this subject to be a popular one, but are happily mistaken. The calendar buyer who thinks that his customers cannot understand anything beyond the garish, brilliantly colored atrocities which some houses put out, is badly mistaken and is doing himself an injustice by refusing to consider our goods.

Following are the next ten subjects:

Isabel,
Alice,
Safely Guarded,
A Merry Christmas,
A Little Mimic,
Eleanor,
In the Heart of the Rockies,
Doris,

Ready for the Day's Work,
The Sisters.

It is hardly fair, however, to stop here, for there are a number of others that range very close to No. 20. These include

Reverie,
Twilight,
An Island Princess,
Moonlight on the Old Canal,
A June Rose,
The Edge of the Wood,
A Virginia Home in Summer,
Rocky Fords,
Hallowe'en,
For Milady,
A Hampshire Cottage,
Monarch of the Farmyard,
Mrs. Murray's Strategy,
A Helping Hand,
Virginia,
Peaceful Valley,
In the Marshes,
Contentment,

while there has been a fair sale on quite a number of others.

While we have said very little about securing the exclusive use of the work of artists, it is only fair to our own salesmen and to our customers to know that the artist who paints some of the most successful figure studies now being used for calendar purposes, is doing this work exclusively for the Gerlach-Barklow Co. We refer to Mr. Palm, who has no fewer than six pictures among our twenty best sellers. While one of our competitors has a great deal to say about their having the exclusive use of a great pastel artist, we want to say that Bryson never painted as clever pictures as our series of figure studies by Palm, and we certainly would not consider trading our Palm girls for Bryson girls.

Our historical subjects, it will be seen, rank well toward the top. Both of our splendid Elk pictures by Fery are included in the twenty best sellers and they are principally made up in large sizes.

We thought we were getting a good many landscapes, but the way they are selling shows we were wise in putting so many in our line. There isn't a single failure in our whole line of landscapes. We believe that it would be wise to call special attention to the strength of our line in this regard.

One of the things that has pleased us particularly is the splendid sale we have had on our jumbo hangers. While we had every reason to believe that the mammoth calendars would sell well, we did not realize that they were selling anything like as strong as they really are. Although our largest calendar last year was very much smaller, our sales this year on the jumbo hangers are greater than on the smaller hangers at the same time last year. On one point we are rather disappointed and that is in the sale of Series 9. We believe that if this hanger were given a little more prominence in demonstrating your line, it would meet with a greater sale. Series 20 is a particularly good seller, better even than 18 and 19, which are going well. The duo rolls, Series 42, are also meeting with a good sale. Except in the 8x14 Series, the sale of cardboard calendars is not extremely large and we are just as well satisfied that they are not, as we would much rather sell mounts, not only because of the higher price they bring, but also because of the greater satisfaction they will give our customers. Besides that, the junk lines can come nearer approximating the G.-B. quality in cardboard than they can in mounts. It is interesting to note that our largest sales are for mounts in the large sizes. Even in Series M2 the sales are far in a way above some of the smaller sizes. Series M3, M4, M6, and M7 show some remarkable sales. Probably the very best sales, with the exception of "Dutch Fishing Boats" and "An English Fishing Village," are made in the panel styles, Series M13, 14, 15, 16, 25, 27 and 28.

As you all know the DeLuxe styles have made a wonderful impression on the calendar buying public, and a surprisingly large proportion of the sales have been made in these goods. Even the new Davis De Luxe, which has been in the hands of the salesmen only a short time, is showing remarkable sales. It is hardly necessary to say anything further about mailing cards and blotters. The sale has simply been enormous.

We trust that the foregoing will be of advantage to the salesmen, and you can make it to your advantage if you will study it over carefully and compare it with your samples. When you can offer a customer a subject with the assurance that it is one that is meeting with general favor, it will often help close an order. One thing this balance sheet shows and that is that in the selection of subjects for our 1910 line, there have been mighty few mistakes made.

WEEK ENDING, MARCH 20th.

Mr. Barber leads the force with a total of over \$800.00 and reported business every day. Mr. Barber is a new man on the force and we are mighty glad to announce him as a leader.

On Monday he booked one order amounting to just \$100.00; Tuesday his single order amounted to \$216; Wednesday one order amounted approximately to \$50.00, and Thursday he wrote his best order which was given him by an ice company. It amounted to \$356.68; Friday he secured one small order and Saturday one order amounted to \$75.00.

Mr. Roberts follows with a total of over \$700.00. The last three days of the week were considerably better than the first three days, as over \$500.00 of his total for the week was written on Thursday, Friday and Saturday. On Monday his single order amounted to \$134.00; Tuesday has was skunked; on Wednesday he was fortunate enough to have a subject to countermand order amounting to \$50.00 pass the critical point and it goes to his credit on this date; Thursday one order amounted to \$134.00; Friday two orders approximately \$150.00, and Saturday two orders ran something over \$250.00.

Mr. Roberts has certainly been doing fine work for a man who never sold calendars prior to Dec. 28th last. When we say he never sold calendars, we understand that he did take a few orders last Fall, but he never handled a proposition such as we are offering to advertisers. The writer predicted sometime ago in the columns of the Review that Mr. Roberts would make some of the older salesmen hustle before long, and standing No. 2 in gross sales is certainly going some.

Mr. Woodman follows close behind Mr. Roberts and while he only booked two orders during the week, one was a splendid one calling for over \$600.00 worth of D33 De Luxe subject "Holly." His only other order was booked on Saturday and was small.

Mr. Coleman has a total of just \$15.00 less than Mr. Woodman; he closed business on five days and has a total of 10 orders. His best order was booked on Monday and amounted to \$322.00; Tuesday two orders amounted to approximately \$50.00; Wednesday three orders ran considerably over \$100.00; Thursday his three orders made a total of over \$75.00 and Friday one order \$50.00. An order was booked on Saturday by Mr. Coleman, has just reached us, having been delayed

in the mails. If the last report of Mr. Coleman's had been received before the week had been closed he would really stand ahead of Mr. Woodman and just a few dollars behind Mr. Roberts in the gross sales column.

Mr. H. B. McDonald stands No. 5 with a total of \$500.00. He reports a clean week and a total of 21 orders—an average of $3\frac{1}{2}$ orders a day. Mr. McDonald was so delighted with having won one of the Palm beauties in the last contest that he has been going at a faster clip than ever. He says he is now after one of the prize grips we are offering. Mr. McDonald is rated as a class "B" man, and really got a very poor start in the contest, his first week amounting to practically nothing. He had a nice total the second week and his week ending the 20th was around \$500.00 therefore he is within about \$75.00 of the necessary average for three weeks. At the gait he is going he will certainly make this up.

Mr. K. H. Gerlach follows with a clean week and a total of 12 orders, the aggregate of which is just \$30.00 less than Mr. McDonald's total. By the way Mr. Gerlach came into the factory Friday night last, but during the five days in the field, he booked 16 orders with a total of nearly \$900.00. He says he stayed out until he had one of those prize grips won, and sure enough on going over his total we find that he is above the necessary total for a class "A" grip. His sales for the first four weeks of the contest were approximately \$3000.00. This is certainly mighty fine work for the month of March.

Mr. Brooks reports a very satisfactory week. He booked business every day and a total of 12 orders, the aggregate of which places him not far behind Mr. Gerlach in the gross sales column. On Monday, Tuesday and Thursday he booked three orders each day, and on each of the remaining three days of the week one order each day. Mr. Brooks is another who made a poor start in the contest, and as a matter of fact he was not working the full first week of the contest. The following two weeks however, his total is sufficient to bring him up to the average for a class "C" grip under which heading he is rated, and at the gait he is going he certainly will prove a winner. We would not be surprised to see him get out of this class.

Mr. Beelman follows closely behind Mr. Brooks with a total of eight orders and busi-

ness for three days. He also had a subject to countermand order pass the critical point, which helped out his total for the week slightly.

Mr. Shimmin has a satisfactory total although he reported business but three days. His best day was Wednesday for which he reported two orders amounting to \$300.00.

Mr. Moore reports business five days and a total of 7 orders. On Monday he had one small order; Tuesday his single order amounted to \$40.00; Wednesday's order was approximately \$100.00; Thursday he was skunked; Friday and Saturday he had two orders for each day. Two on Saturday amounted to \$136.85.

Mr. McCully had a very satisfactory total for the week and reported business every day with a total of seven orders. His best order was written on Monday and amounted to \$180.40. He reported business for every other day as stated above, Thursday being the day upon which he landed two orders.

Mr. Scott follows with a satisfactory total although he reports but four orders. All of his business was written during the first three days of the week. His best order was secured on Monday and amounted to \$169.70.

Mr. Carter follows with a clean week to his credit and a total of ten orders. None of his orders were large, that is to say none exceeded \$100.00, nevertheless his total for the week is satisfactory, and a casual glance at the sales

book shows that Mr. Carter is ahead of his average for the first four weeks of the contest.

Mr. Ungerer follows with a clean week and a total of 12 orders. While Mr. Ungerer's total is not as large as for the preceding two weeks, nevertheless he reported a satisfactory business and is considerably ahead of the average necessary in the contest.

There is an unusually large number of men who have reported what could be called a good business. While spectacular work is lacking on the part of many, we venture to say they are well satisfied with their commissions for the week. We might mention the following men who follow closely after Mr. Ungerer: Mr. Lott with a total of five orders; Mr. Barclay with a total of 10; Mr. Byron with a total of seven; Mr. Atherholt reports ten; Mr. F. A. Smith eight; and Mr. Fadely six orders respectively.

Number of Orders.

This week Mr. H. B. McDonald stands head and shoulders above the rest of the force in number of orders booked. He reports the splendid total of 21, an average of $3\frac{1}{2}$ orders a day. Mr. Brooks, Mr. K. H. Gerlach and Mr. Ungerer tie for No. 2 with a total of 12 orders each. The following men tie for fifth position with a total of ten orders each: Messrs. Atherholt, Barclay, Carter and Coleman. Mr. Beelman and Mr. F. A. Smith tie

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MARCH 20th, 1909

| | Standing In Sales | Days Business | No. Orders |
|----------------------|----------------------|------------------|---------------|
| Albert | 43 | 6 | 11 |
| Atherholt | 18 | 1 | 3 |
| Barber | 1 | 1 | 6 |
| Barclay | 16 | 4 | 3 |
| Bayley | 47 | 6 | 10 |
| Beelman | 8 | 4 | 4 |
| Betton | 26 | 5 | 10 |
| Blodgett | 31 | 5 | 9 |
| Brooks | 7 | 1 | 2 |
| Byron | 49 | 7 | 12 |
| Carter | 13 | 1 | 3 |
| Cies | 24 | 2 | 7 |
| Conkling | 36 | 5 | 10 |
| Coleman | 4 | 2 | 3 |
| Considine | 42 | 5 | 10 |
| Coulter | 38 | 4 | 7 |
| Ellis | 35 | 4 | 9 |
| Fadely | 20 | 1 | 6 |
| Fairbairn | 22 | 3 | 5 |
| Finley | 28 | 5 | 10 |
| Gerlach, A. E. | 27 | 1 | 5 |
| Gerlach, K. H. | 6 | 1 | 2 |
| Greenhalgh | 49 | 7 | 12 |
| Grossman | 46 | 5 | 10 |
| Henaghan | 25 | 3 | 7 |
| Huffert | 33 | 3 | 7 |
| Lambert | 30 | 2 | 5 |
| Lott | 15 | 4 | 7 |
| Lindsley | 32 | 4 | 9 |
| Marks | 21 | 5 | 8 |
| McCully | 11 | 1 | 5 |
| McDonald, H. B. | 5 | 1 | 1 |
| McDonald, W. A. | 44 | 4 | 9 |
| McLaughlin | 34 | 4 | 6 |
| Meyer | 17 | 3 | 5 |
| Moore | 10 | 2 | 5 |
| Morton | 41 | 5 | 10 |
| Osmun | 49 | 7 | 12 |
| Parks | 39 | 4 | 7 |
| Reilly | 45 | 6 | 11 |
| Roberts | 2 | 3 | 5 |
| Rowe | 37 | 5 | 7 |
| Saxton | 40 | 3 | 7 |
| Scott | 12 | 4 | 8 |
| Shepard | 9 | 4 | 7 |
| Shimmin | 49 | 7 | 12 |
| Smith, F. A. | 19 | 3 | 4 |
| Smith, H. E. | 23 | 4 | 8 |
| Thompson | 29 | 3 | 7 |
| Ungerer | 14 | 1 | 2 |
| White | 48 | 6 | 11 |
| Woodman | 3 | 5 | 10 |

for 9th position with a total of eight orders each.

The following men report a total of seven orders each: Messrs. Roberts, Fairbairn, A. E. Gerlach, Lambert, McCully, Meyer and Moore. Messrs. Barber, Fadely and McLaughlin tie for 18th position with a total of six each. Ten are tied for position 21 under this heading. They are as follows: Messrs. Cies, Coulter, Henaghan, Huffert, Lott, Marks, Rowe, Saxton, Shepard and Thompson each with a total of five orders.

It is gratifying to note that the total number of orders booked exceeds that of the previous week, this however, can be accounted for by the fact that the sales for the week exceed those of the previous week, and the average is just about as good although more business was written.

Days' Business.

This week there are but 10 men who report business every day as against 11 men last week. However, the general average is better, that is to say more men have reported good returns

for the week, and the general showing is better. Those having clean records are as follows: Messrs. Atherholt, Barber, Brooks, Carter, Fadely, A. E. Gerlach, K. H. Gerlach, McCully, H. B. McDonald and Ungerer.

The following men report business for five days: Messrs. Cies, Coleman, Lambert, and Moore. There are eight men who lost out two days during the week, namely Messrs. Fairbairn, Henaghan, Huffert, Meyer, Roberts, Saxton, F. A. Smith and John Dean Thompson.

A large number of salesmen report business three days out of the six, but we do not feel that a man should be mentioned under this heading unless he can secure business at least four days out of the week. We do not think it unreasonable to ask a man to report business four days out of six, unless of course he is absent from the field on account of sickness or for some other good reason. When a man is actively at work in his field, unless he is carried away with the idea of landing some large orders and devotes too much time to them he is pretty likely to secure business four days out of the week.

SOME GOOD ORDERS

Mr. Barber had three good orders during the week. His best order was secured from an ice company. He sold them a lot of left over roll calendars, subject "The Pride of Kentucky" in series 8, and "The Call" in series 9 with mailing tubes. The order amounts to \$356.68. He sold a tailoring company a nice order of Palm series blotters which amounts to \$216.000. A concern who make a specialty of preparing oyster cocktails gave Mr. Barber an order amounting to \$100.00. Their selection was "Alice" in series D6.

Mr. Beelman's best order of the week was secured from a manufacturer of carriages. He sold them "Ready for the Day's Work" in series D25 series 9 roll. The order amounts to \$136.30.

Mr. Blodgett sold a bank \$99.00 worth of "Autumn in the Tyrol" in series D3. A wholesale grain company placed an order with Mr. Brooks. They selected "Moonlight on the Old Canal" in series 7 roll and "The Call of the West" in series 42 roll. The order amounts to \$81.75.

Mr. Coleman closed a nice order with a loan and savings company. He sold them "Tender

Memories" in roll form, the order amounting to \$322.00. Another good order Mr. Coleman landed was from a gent's furnishing goods dealer. It was a mixed order of cardboards and also calls for a lot of mounts series 28, subject "A Merry Christmas." The entire order amounts to \$80.40.

Mr. Finley's best order of the week was given him by a paper manufacturer, he sold them "An English Fishing Village" in series 7 roll, the order amounting to \$113.50. A real estate and insurance company placed an order with Mr. K. H. Gerlach amounting to \$84.00, the order calling for some De Luxe mounts and plain business calendars.

Mr. Lindon sold a dry goods company "Lincoln in '61" in series 4 roll. The order amounts to \$83.00. Mr. Lott's best order of the week was from a grain and mill company. It calls for Palm series blotters and amounts to \$106.00. A firm of brewers and bottlers placed an order with Mr. McCully amounting to \$180.40. He sold them "A Hampshire Cottage" in series 10 roll with some mailing tubes.

A bank placed an order with Mr. Marks

calling for "A Little Mimic" in series M19 and "A June Rose" in series 27 cardboard. They also purchased a limited quantity of "Mrs. Murray's Strategy" in series M2 roll. Mr. Moore sold a milling company a mixed order of regular mounts and De Luxe mounts, also some Palm series blotters. The entire order amounts to \$112.85.

Mr. Roberts' best order of the week was from a tailor whom he sold 12,000 Palm series mailing cards. A business college gave an order to Mr. Roberts amounting to \$134.00. They also are using mailing cards, having selected the Fery series. Mr. Roberts is working the mailing cards to the limit. He sold another tailor a bill of Palm series the order amounting to \$134.00.

An insurance company placed an order with Mr. Scott amounting to \$169.70. He sold them some left over mounts, subject "The First Lesson" in series 13. Mr. Shepard sold on insurance company an order amounting to \$285.00. Their order was for some plain business calendars also some left over cardboards in series 20. Another order of Mr. Scott's worth mentioning was secured from a fuel and transfer company. He sold them some jumbo rolls "Raising the First American Flag," and some left over mounts, "The First Lesson" in series M21. The order amounts to \$75.00.

The best order of the week is this, the last one mentioned. Mr. Woodman sold a furniture company "Holly" in series D33 with parchment envelopes, the entire order amounting to \$604.75.

NEWS FROM THE FIELD

H. B. McDONALD WRITES REGARDING HIS PRIZE.

Mr. McDonald is very much delighted at his success at having won one of the dainty Palm originals and it certainly must be gratifying to a new man to capture the prize under the heading which he won out. Mr. McDonald has been going along at a splendid gait since he entered the field for the G.-B. Co. and has even been going at a faster gait since he proved a winner in the last contest. He was so enthusiastic that he sat down and wrote the following two letters on the same day, and as they are both interesting we are going to publish them.

"I was in Rockport yesterday and it was a bad day raining and cold, but I found three orders. I caught the train back here getting in very late and feeling bum after working in the rain. But when I was handed my mail by the clerk I just had to read it, and when I read Mr. Gerlach's letter saying, "You get a Palm," well I sure felt good, as I didn't expect to be honored by one of the Miss Palms.

I have been working hard in comparatively new territory and with a line new to me, and I have had to hunt for every order that I received. It has been slow and expensive, and I got into territory where they buy late, losing valuable time but in a way I haven't been loser, for it will help me to get some late business and I am getting some nice promises, from the ones who have bought early, to see my line next year before buying.

This is about what I tell them, "Mr.—, you only buy calendars once in a year, and if it is worth your time to buy, why not see this line before placing your order? The G.-B. Co. has grown in 18 months to be the largest exclusive calendar house in the world, which means two things; the highest class of art calendars that has ever been shown the public, and the prices are certainly right. I try and show them a few samples and they generally say "I sure will see the line before I buy," "I am sorry I bought" or "I didn't like what I bought, but had to have something, so bought." I have found

quite a number who wouldn't buy, having promised to see some certain line before placing their order, so I want to be in the game next year. Of course some will wait and it is worth asking for, and I am asking for it. I know that the merchants are not getting their money's worth if they don't use a G.-B. Co. calendar and I hope to have my merchants in this territory in the same mind in a few years.

I have a proposition that I am going to submit to you later on after I have made my entire territory, for I hope to build up this territory so that both the company and I myself will feel proud of the business in this section."

This country is full of junk lines and that is just what I want, for I am finding two or three merchants putting out the same picture, and you know what that will mean pretty soon; no jobbers line.

Well, I am going to close this letter for I want to tell you about that Palm on an extra sheet.

H. B. McDONALD."

"Mr. K. H. Gerlach's letter received here last night saying I had won one of the beautiful Palm paintings. I consider this one of the greatest honors that has ever been bestowed upon me. For when a man gets one of those fine Palms in a contest with the fine sales force the G.-B. Co. has, it certainly is an honor to be proud of. As for choice, it is an old saying that is very true in this case, "Pick and choose and the best you lose." A man could shut his eyes and pick a winner in the Palm pictures, and I am sure they have been the means of helping me to win one of them.

Luck seems to have been with me ever since I started in with the G.-B. Co. First in connection with the G.-B. Co., then a fine boy, and a number of nice mentions in the Review and now I am to have a Palm, and I got a nice letter this morning.

I am writing to my wife by this mail telling her about that Palm picture and I am sure it will give her a great pleasure to receive Miss Palm. I missed the "Review" at Austin, Tex., giving the grip contest. I left forwarding instructions, but failed to connect with it yet. If it is returned please see that I get it. Sure I want one of those grips and I am working every day, regardless of hours, getting out

as early as I can, and quitting after the others have quit in the evening.

Thanking you the G.-B. Co. from the bottom of my heart for the beautiful Palm, and here's to the greater G.-B. Co.

H. B. McDONALD."

DAILY REPORT BLANKS.

We notice that there are still a number of men on the force who do not send in daily report blanks with regularity in spite of the fact that we have called attention to the matter several times. This is a very important part of our system, and it is of the utmost importance that every salesman send in a daily report blank for every day in the field. Of course, if you are not working it would be a good plan to notify us that you will not be in the field for a few days, or for whatever length of time it may be, and then at the end of each week a report blank marked "not working the past week" would be sufficient.

You probably recall that in last week's issue we had occasion to offer an apology to Mr. Beelman for an oversight on the part of the editor in writing up the Week's Business previous. He was given credit for sending in but five days business whereas he had a clean week to his credit. The order in question had been received but was entered in the following week. At the same time Mr. Beelman suggested that it might be a good plan to have a coupon system of acknowledging receipt of salesmen's orders once a week. The suggestion would be all right but as stated previously it would be a difficult matter to reach all salesmen promptly, in fact mail is likely to miss a salesman, especially those traveling in new territory.

If every salesman on the force made it a practice to send in a daily report blank every day, there could be no better system devised, as in the event of our failing to receive a report blank it would be readily discovered by referring to our sales book every few weeks and the matter could be promptly taken up with the salesman. As a matter of fact, we make it a rule to report to those salesmen, who send in daily report blanks with regularity, in the event of our failing to receive their report for a certain day's work.

Please bear in mind that this article is not directed at Mr. Beelman, as Mr. Beelman is one of the few salesmen who report with strict regularity. We simply call attention to it in connection with Mr. Beelman's suggestion regarding the coupon system.

Mr. Cies believes that the present system is an excellent system, and writes as follows:

"Referring to Mr. Beelman's remarks in the Review relating to sending coupons to the salesmen for orders received would say that we now have an excellent system. I make it a point to send in a daily report for every day in the week. If I am not working I make out a report on Saturday stating that I did not work that week.

Should the house fail to have a report for any day during the week, they can notify me by referring to the duplicates in my order book I can see just what was sent in that day and return to the house

a memorandum of the orders accompanying the report in question. I once had such an experience when with the Murphy company and I mention this here thinking that perhaps many of the boys do not realize the value of these daily reports to themselves as well as to the house.

CIES."

MOORE AND DE LUXE LINE A HARD COMBINATION TO BEAT.

Here is another illustration of the fact that promises made by prospective calendar buyers are not worth much. We have published recently several striking illustrations where G.-B. salesmen lost nice orders by accepting the promises made by buyers early in the year and when they made the second call found that the promise had been forgotten and that the order had gone to a competitor.

In this case Moore lands the order, and one of our competitors loses out. The point we want to bring out is that if you show the line to a prospect and cannot close the order, or give up too easily, the chances are that a competitor is going to come along and write the order before you get back again. Mr. Moore's letter follows:

"Enclosed find report for Saturday with one order for \$110.00. Not a bad little order for this country of small towns and what is best it comes from a Murphy customer. Mr.— sold them last year 150 jumbos, and he called on them last week, but they would not look, put him off until later but virtually promised him the business.

I went in to see them yesterday about 5:30 P. M. and after almost five hours of "absolutely continuous" and persistent work, I came out victorious, and at the same time saved the day when it had begun to look like a sure skunk.

MOORE."

CIES' REMARKS HELP MARKS LAND ORDER.

We publish the weekly with regularity and the writer has often wondered just how carefully the force as a whole read the Review and to just what extent each man is interested in this publication. There are some men on the force, in fact quite a number, who in spite of the good resolutions unanimously adopted at the convention to help make the Review a success, have never sent in one single contribution. The writer firmly believes that these men make a mistake, as the Review can be made of much more interest if it contains plenty of live news from the field.

Here is a case where Mr. Marks profited by the remarks made by Mr. Cies in the last issue, regarding the fellow who wants to put you off and asks you to "call later." The order Marks landed amounted to \$130.00 and certainly was well worth booking. His letter follows:

"Enclosed please find the result of my half day's work in this town, as I did not get in here until noon having spent my forenoon traveling and waiting on trains.

The order for \$130.00 which I got yesterday was secured after quite a session and I must say that it is mostly due to the good advice given by Mr. Cies

through the Review last week. The cashier gave me that old yarn of "Plenty of time to buy" and "you will be back through here again," which has given me so much annoyance this year. I thought of Mr. Cies and quoted his speel about the accounts we had in the town and how I called on him first as he was probably the biggest buyer in town, and I wanted him to have the pick of the line and not second or third choice and how "I owed it to him to get the order today, etc., etc."

Then after springing our dainty little De Luxe calendar, "Holly" on him, things commenced to wax interesting, and he wanted to see more De Luxe. He saw, I conquered, and he signed.

Mr. Cies' remarks gave me just the inspiration I was looking for. "Many thanks."

MARKS."

HOUSE CALENDAR LANDS ORDER FOR H. E. SMITH.

Our house calendar "Lincoln in '61" certainly made a hit. Here is an instance of where it landed a nice order for Mr. Smith. In this connection we want to ask, "Are you sending in the names of all good prospects in your territory?" If you intend to stick at the game and want us to advertise your prospects you must send us in the names for the advertising records. It will pay you to devote a little attention to this matter. Mr. Smith's letter follows:

"This is too small an order to talk about, but just to let you know how much good your calendar and advertising is doing will tell you about getting the enclosed order. When I first went into the store the proprietor said he didn't want any calendars, hadn't had any for two years, and didn't intend to get one for next year. After a little further talk he said the only calendar he would buy, if any, was a Lincoln picture. I questioned him about the picture he referred to, and he went back into his office and brought out our house calendar "Lincoln in '61." He had intended to buy this calendar all the time and was only waiting to get a chance. He gave me his order for all he could use of a nice sized mount.

H. E. SMITH."

MOORE AS A STRATEGIST.

Here is where a little strategy landed an order for Mr. Moore. Last year he called upon a buyer, carrying his sample case as usual, but the fellow would not buy calendars at any price, and even went so far as to say that Moore could not give them to him. He did not know what good calendars were and evidently was so pig-headed that he would not look.

This season when in the town Mr. Moore simply carried a sample of "Holly" in De Luxe form into his office and gained his attention, finally selling him 500 of "Holly" in Series D33. Mr. Moore's letter follows:

"Enclosed find report with one order. I called on this man last year, and as usual went in with my case, was informed in a very few words, that I could not give him calendars at any price, so of course would not give me a look. I remembered him this trip so instead of going in with my case I went in with "Holly" in the De Luxe form, and it was only necessary to show him the other subjects in this series to book his order. Had I gone in again with

my card or sample case I would never have had a chance to open my case. This order more than likely will be increased to 1000 before the end of the year.

MOORE."

DAINTY DE LUXE CAPTURES ORDER FOR F. A. SMITH.

Mr. Smith sold a bank a nice order of "June" made up in series 33 De Luxe the order amounting to \$189.00. Smith is very much delighted to get the order, since one of our competitors was hard after it. Furthermore, it gives him a much better showing in this town as compared with the showing he made last year, when connected with one of the leading companies.

The De Luxe line is certainly capturing some magnificent orders. It will pay every man to push them to the limit.

"The representative from the — Co. was here last week and tried his best to land this order, but on my first trip they were taken with our line of De Luxe and promised not to close until I could see them in March. The little Davis De Luxe did the job, of course, I was there all the time. No use talking, none of our competitors can deliver the goods like the good old G.-B. Co.

This day's work makes \$239.50 in this town against about \$50.00 last year.

F. A. SMITH."

WITHDRAWAL NOTICE LEFT-OVERS

**Salesmen having
Samples of the following
CARDBOARDS
must destroy them at
once, as we are sold out**

1399

1695

2394

3792

**Positively No Further
Orders Will Be Accepted**